1987 Income Projections

WER ROUGH INCOME PROJECTIONS ~~5/6/87~~ filename: INC0514.WK5

	Month of Drop	2nd Month	3rd Month	Later Months	May	June	July	Aug.	Sept.	Total
RENEWALS INCOME										
Pct. of Returns	5%	85%	5%	5%						
	Est. Number Dropped	Total Pct. Return	Avg. Sub Price							
Misc. Renewals										
April Renewals (April 14)										
#55 Effort 1	3,300	35%	$24.00		23,562	1,386	1,386	0	0	26,334
#54 Effort 3	1,050	8%	$24.00		1,714	101	101	0	0	1,915
#53 Effort 4	1,500	5%	$24.00		1,530	90	90	0	0	1,710
May Renewals (May 26)										
#57 Advance	4,400	5%	$24.00		264	4,488	264	264	0	5,280
#56 Effort 1	4,500	35%	$24.00		1,890	32,130	1,890	1,890	0	37,800
June Renewals (June 9)										
#55 Effort 2	3,000	12%	$24.00		0	432	7,344	432	432	8,640
#54 Effort 4	1,000	5%	$24.00		60	1,020	60	60	0	1,200
#53 Effort 5	1,000	5%	$24.00		60	1,020	60	60	0	1,200
July Renewals (July 8)										
#56 Effort 2	3,600	12%	$24.00		0	0	518	8,813	518	9,850
#55 Effort 3	2,500	8%	$24.00		0	0	240	4,080	240	4,560
#54 Effort 5	900	5%	$24.00		0	54	918	54	54	1,080
#53 Effort 6	1,300	5%	$24.00		0	78	1,326	78	78	1,560
August Renewals (Aug. 7)										
#58 Advance	3,000	5%	$24.00		0	0	0	180	3,060	3,240
#57 Effort 1	4,000	30%	$24.00		0	0	0	1,440	24,480	25,920
#56 Effort 3	3,200	8%	$24.00		0	0	307	5,222	307	5,837
#55 Effort 4	2,200	5%	$24.00		0	0	0	132	2,244	2,376
TOTAL RENEWAL INCOME					29,080	40,799	14,504	22,705	31,414	138,502
NEW SUB INCOME					5,000	5,000	5,000	5,000	5,000	25,000
TOTAL SUB INCOME					34,080	45,799	19,504	27,705	36,414	163,502

JUN 05 1987

CIRCULATION BUDGET filename: budg0529.wks disk: circ. budgets

	April est.	April actual	May est.	May actual	June est.	June actual	Qtr. est.	Qtr. actual	over or (under)
CIRCULATION REVENUE									
Renewals	16,000		33,000		28,000		77,000	0	(77,000)
New Subs	5,000		5,000		6,000		16,000	0	(16,000)
Back Issues	150		650		150		950	0	(950)
Mail List	3,000		3,000		3,100		9,100	0	(9,100)
Direct Dist	3,900		3,900		3,900		11,700	0	(11,700)
Nat'l Dist	0		11,000		0		11,000	0	(11,000)
	28,050	0	56,550	0	41,150	0	125,750	0	(125,750)
CIRCULATION EXPENSES									
Circ/Promo Pay	1,600		1,600		1,800		5,000	0	(5,000)
Circ/Dist Pay	1,700		1,700		1,700		5,100	0	(5,100)
Circ/GPC Pay	1,000		1,000		1,000		3,000	0	(3,000)
Renewals/SFS	210		347		193		749	0	(749)
Renewals/printing	100		1,521		0		1,621	0	(1,621)
Renewals/mailing	312		478		290		1,080	0	(1,080)
Renewals/postage	600		1,100		600		2,300	0	(2,300)
Bill-me/SFS	0		35		40		75	0	(75)
Bill-me/printing	0		0		0		0	0	0
General Promo							0	0	0
Inserts	0		1,250		0		1,250	0	(1,250)
Batching/SFS	700		700		700		2,100	0	(2,100)
Data/SFS	125		125		175		425	0	(425)
Postage-UPS/SFS	40		40		40		120	0	(120)
Mag labels/SFS	15		680		15		710	0	(710)
Printing/Mags	0		22,000		0		22,000	0	(22,000)
Postage/Subs/Bulk	55		3,060		55		3,170	0	(3,170)
Postage/Subs/1st Cl	45		300		45		390	0	(390)
Postage/Subs/USPMS	0		660		0		660	0	(660)
Mailing/Subs	60		650		60		770	0	(770)
Nat'l Dist Fulf	0		2,400		0		2,400	0	(2,400)
Alt Dist Fulf	0		1,000		0		1,000	0	(1,000)
Credit Card Fees	200		200		200		600	0	(600)
List Rental Fulf	220		220		220		660	0	(660)
	6,982	0	41,066	0	7,133	0	55,180	0	(55,180)
CONTRIBUTION TO INDIRECT EXPENSES	21,069	0	15,484	0	34,017	0	70,570	0	(70,570)

WER ROUGH INCOME PROJECTIONS 7/15/87

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	Est. Number Dropped	Total Pct. Return	Avg. Sub Price	May $	June $	July $	Aug. $	Sept. $	Oct. $	Nov. $	Dec. $	Total $
RENEWALS INCOME												
Misc. Renewals				5,000	5,000	3,000	3,000	3,000	3,000	3,000	3,000	
April Renewals (April 14)												
#55 Effort 1	3,288	40%	$25.00	14,796	4,932	4,932						24,660
#54 Effort 3	1,064	10%	$25.00	1,197	399	399						1,995
#53 Effort 4	1,494	5%	$25.00	840	280	280						1,401
May Renewals (May 26)												
#57 Advance	4,468	20%	$35.00		15,638	6,255	4,691	4,691				31,276
#56 Effort 1	4,572	40%	$35.00		32,004	12,802	9,601	9,601				64,008
June Renewals (June 9)												
#55 Effort 2	2,055	15%	$25.00		1,927	3,468	1,156	1,156				7,706
#54 Effort 4	906	5%	$25.00		283	510	170	170				1,133
#53 Effort 5	1,547	5%	$25.00		483	870	290	290				1,934
July Renewals (July 8)												
#56 Effort 2	3,800	15%	$25.00			3,563	6,413	2,138	2,138			14,250
#55 Effort 3	1,750	10%	$25.00			1,094	1,969	656	656			4,375
#54 Effort 5	850	5%	$25.00			266	478	159	159			1,063
#53 Effort 6	1,500	5%	$25.00			469	844	281	281			1,875
August Renewals (Aug.)												
#58 Advance	2,600	20%	$35.00				4,550	8,190	2,730	2,730		18,200
#57 Effort 1	3,574	25%	$35.00				7,819	14,074	4,691	4,691		31,276
#56 Effort 3	3,658	10%	$25.00				2,286	4,115	1,372	1,372		9,144
#55 Effort 4	1,706	5%	$25.00				533	960	320	320		2,133
September Renewals (Sept.)												
#57 Effort 2	3,351	10%	$25.00					2,094	3,770	1,257	1,257	8,378
#56 Effort 4	3,566	5%	$25.00					1,114	2,006	669	669	4,458
#55 Effort 5	1,685	5%	$25.00					527	948	316	316	2,106
October Renewals (Oct.)												
#57 Effort 3	3,351	5%	$25.00						1,047	1,885	628	3,560
#56 Effort 5	3,521	5%	$25.00						1,100	1,981	660	3,742
November Renewals (Nov.)												
#59 Advance	4,000	20%	$35.00							7,000	12,600	19,600
#58 Effort 1	2,080	25%	$35.00							4,550	8,190	12,740
#57 Effort 4	3,309	5%	$25.00							1,034	1,861	2,895
#56 Effort 6	3,477	5%	$25.00							1,087	1,956	3,043
December Renewals (Dec.)												
#58 Effort 2	1,950	10%	$25.00								1,219	1,219
#57 Effort 5	3,268	5%	$25.00								1,021	1,021
TOTAL RENEWAL INCOME				21,833	60,946	37,906	43,800	53,217	24,218	31,891	33,377	279,189
NEW SUB INCOME				2,000	5,000	3,000	2,000	5,000	3,000	2,000	5,000	27,000
TOTAL SUB INCOME				23,833	65,946	40,906	45,800	58,217	27,218	33,891	38,377	306,189

WER ROUGH INCOME PROJECTIONS 7/15/87

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	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total

RENEWALS INCOME

	Month of Drop	2nd Month	3rd Month	Later Months
Pct. of Returns by Month	25%	45%	15%	15%

	Advance Effort	Effort #1	Effort #2	Effort #3	Effort #4	Effort #5	Effort #6
Pct. Return on Each Effort (Unless overridden below)	20%	25%	10%	5%	5%	5%	5%

	Advance Effort	Effort #1	Effort #2	Effort #3	Effort #4	Effort #5	Effort #6
Avg. Order Size by Effort	$35.00	$35.00	$25.00	$25.00	$25.00	$25.00	$25.00